

How to Bell the Cat? A Theoretical Review of Generative Artificial Intelligence towards Digital Disruption in All Walks of Life

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Abstract

Generative Artificial Intelligence (GAI) has brought revolutionary changes to the world, enabling businesses to create new experiences by combining virtual and physical worlds. As the use of GAI grows along with the Metaverse, it is explored by academics, researchers, and industry communities for its endless possibilities. From ChatGPT by OpenAI to Bard AI by Google, GAI is a leading technology in physical and virtual business platforms. This paper focuses on GAI's economic and societal impact and the challenges it poses. Businesses must rethink their operations and strategies to create hybrid physical and virtual experiences using GAI. This study proposes a framework that can help business managers develop effective strategies to enhance their operations. It analyzes the initial applications of GAI in multiple sectors to promote the development of future customer solutions and explores how GAI can help businesses create new value propositions and experiences for their customers, and the possibilities of digital communication and information technology. A research agenda is proposed for developing GAI for business management to enhance organizational efficiency. The results highlight a healthy conversation on the potential of GAI in various business sectors to improve customer experience.